FOOD PRE VUE

A summary of the food outlook especially designed to give maximum advance information to food editors to help them plan food features.

U.S. Department of Agriculture — November 26, 1962
Agricultural Marketing Service — F P - 66

MEAT............In 1963 the consumption of red meats is likely to increase another pound per capita. This year's gain was 1.5 pounds above 1961 levels. Average retail prices may hold close to the 1962 average.

Beef..........Next year some increase is expected in the demand and marketing margin for beef. Although per capita supplies may be slightly higher in 1963, the average retail price may be equal to or a little above this year's. Livestock numbers are increasing and total cattle slaughter may run 3 to 4 percent above 1962 levels.

Veal..........Per capita consumption next year is expected to decline somewhat from the 5.5 pounds consumed this year, and retail prices are not expected to change much from 1962.

Lamb..........Consumption of lamb and mutton next year is expected to dip possibly a half pound from this year's 5 pounds per capita. In the first 3 months of next year, though, consumption may decline as much as 20 percent from the unusually high rate of a year earlier.

Pork..........Prospects for this fall and next spring's pig crops point to a continuing increase in consumption next year. The fall pig crop is expected to run 2 to 3 percent larger, and a 4 percent further increase appears probable for next spring. Larger supplies probably will result in retail prices slightly under 1962 levels.

POULTRY:

Broilers......Broiler production in December will be much greater than a year earlier. Significantly greater production and lower prices may continue at least through the first half of 1963, which would bring a record per capita use.

Turkeys.......At the outset of 1963 stocks of frozen turkeys will show a sharp dip from the 263 million pounds on hand a year earlier. For next year as a whole, though, another large turkey crop is in prospect; it will probably be second in size to the 1961 record.

Eggs..........By the beginning of next year the size of the laying flock may have dipped far enough below year earlier levels to be reflected in a reduced output of eggs. Through the early portion of the year lower production is likely to continue. And retail egg prices the first quarter of 1963, although declining seasonally, may average higher than in that period this year.

DAIRY...........Currently, milk supplies are above commercial requirements at existing prices. Next year's milk output is expected to increase further over 1962 production of about 126.5 billion pounds, which ran about 1 percent over 1961 levels.

VEGETABLES:

Fresh.........With total fall production materially below a year earlier, seasonally declining supplies into winter will bring considerably higher consumer

prices than in the early fall months. Supplies of carrots appear substantially larger, cauliflower and Brussels sprouts a little above a year ago. All other leading vegetables are expected to be in smaller supply than at this time last year.

Frozen........November 1 cold storage holdings of 1.3 billion pounds of frozen vegetables were the second largest on record for that date. Overall supplies available into mid-1963 are expected to run smaller than a year earlier, with most major items in ample to heavy supply. Prices of many processed items may rise slightly into winter and spring.

Canned........Most major canned items into mid-1963 are expected to be in larger supply than a year ago. Indications point to record supplies of snap beans, sweet corn, and most tomato items. Supplies of canned green peas, while larger than a year earlier, are below the 10-year average.

Potatoes......Supplies of potatoes available for fall and winter marketing are smaller than a year ago. Combined output of the late summer and fall crops is 7 percent below a year ago but materially larger than the recent 10-year average. Sweet potato production is 14 percent larger than last year, therefore, consumption per person probably will be at least slightly higher than last year's levels.

FRUIT...........Total supplies of fresh and processed fruit the remainder of this year and the first half of next, probably will be a little larger than in that same period of 1961-62. Supplies of fresh citrus from now until summer are expected to run somewhat larger than in that period of 1961-62. Supplies of apples, pears, grapes and cranberries have been seasonally large throughout the fall. For the first half of 1963, though, supplies will depend mostly on the volume stored. Apple supplies are not expected to be much different from 1962. This year's cranberry crop was 26 percent greater than average.

Frozen........Stocks of fruits in cold storage November 1 stood at 572 million pounds--2 percent below a year earlier but 6 percent above average. Holdings of frozen orange concentrate on November 1 were 41 million gallons, against that date's average of 21 million.

Canned........Continued large supplies of canned fruits are in prospect from now until the 1963 packs are available in volume next summer. There even may be some increase in total over the previous pack.

Nuts..........Prospective supplies of edible tree nuts are somewhat below 1961-62 levels. This year's output is sharply lower due to heavy reductions in almonds, pecans, and filberts. Only partially offsetting this is a big increase in walnuts.

The Plentiful Foods Program

The Agricultural Marketing Service of the U.S. Department of Agriculture, through its Plentiful Foods Program, is cooperating in these food campaigns:

PEAR INDUSTRY PROMOTION..........January 1 - 31

CITRUS INDUSTRY PROMOTION........January 1 - 31

The following foods will be in plentiful supply in January: Oranges and Grapefruit, Red Tart Cherries (Canned and Frozen), Winter Pears, Potatoes and Cabbage.